

Abstract

The aim of this thesis is to analyze how selected national newspapers and television inform the public about education and schooling. Four national newspapers, namely MF Dnes, Deník Právo, Hospodářské noviny and Lidové noviny, as well as four television stations: CT1, CT2, CT24 and TV Nova, were subjected to a quantitative content analysis. The whole research focused on outcomes of 2012.

Firstly, it was necessary to describe different views of the definition of education. In addition to the definition of pedagogical focus, dictionary definitions, definitions of historical and ideological nature, we outlined how education is being perceived by selected opinion leaders, followed by an insight into the history and present state of the Czech education system.

The results of the quantitative analysis confirmed the hypothesis assuming that media coverage of education and schooling is not sufficient. The media mainly deal with administration, activities of the Ministry of Education and other sub-themes that have nothing to do with what students learn in school within individual subjects. The results of this analysis were compared with the expectations of the target groups - parents. A survey was conducted including a series of semi-structured interviews, results of which indicate that parents are interested in education topics in the media, however they do not have enough information or have never thought about the quality and adequacy of media coverage.